

A photograph of three business professionals in an office setting. A man in a dark suit and tie is leaning over a desk, looking at a laptop. A woman in a light-colored blazer and dark top is standing behind him, also looking at the laptop. A man with glasses and a beard, wearing a grey suit and a red tie, is sitting at the desk, looking at a document he is holding. The background is slightly blurred, showing office shelves and papers. The overall tone is professional and collaborative.

HOW TO
ENCOURAGE
DIVERSITY
AND
INCLUSION
IN THE
WORKPLACE

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How to Encourage Diversity and Inclusion in the Workplace

Greater diversity in the workplace leads to greater profitability and improved employee engagement, according to 2018 research by **McKinsey**. This may have something to do with the fact that **67% of candidates consider diversity to be an important factor when choosing an employer**, according to a survey by **Glassdoor**.

As **Sabrina Clark**, the principal at **SYPartners**, says “Research shows that even just the presence of physical diversity results in better performance, and for companies that are data-driven, that extra performance boost can be extremely motivating. It’s also the fact that companies that lack diversity are being called out publicly, and may even be losing business, not to mention falling behind when it comes to recruiting.”



This is why it’s important to develop and introduce a D&I policy for your company that reflects its values and mission. It’s equally crucial to ensure this policy is readily accessible and implemented for all employees.

In order to help your business, and employees, thrive, we’ve created this guide on how to encourage diversity and inclusion in the workplace.

1. Focus on culture add
2. Form a Diversity and Inclusion Council
3. Implement D&I employee networks
4. Be transparent about D&I goals

Focus on Culture Add

According to **HubSpot**, hiring teams should be **moving away from the idea of “culture fit” during recruitment**. This is because many companies make the mistake of hiring a candidate who looks, thinks and acts like the current team in an attempt to achieve a culture fit.

As Sabrina Clark says, “Fit’ can be dangerous, because it can exclude. You have to first be able to identify and bring to life your organisational values, mission and purpose, and define ‘fit’ so that it adheres to those. You have to define it differently.”



Hubspot recommends **redefining culture “fit” as culture “add.”** This type of candidate can bring something new and diverse to your workplace, which can result in improved innovation and a better company culture.

According to **SHRM**, **employees should feel comfortable bringing their full selves to work, and you need to create a work environment that values every employee’s differences**. In order to do this, think of how a candidate’s different background, beliefs or behaviours may have the potential to be an addition to your culture, rather than how they may or may not fit in with your current workplace.

Form an Inclusion Council

In order to ensure that everyone in your workplace is held accountable and actively encouraged to promote D&I, create a diversity and inclusion council or committee.

This council should act as a type of task force dedicated to D&I, and **it should include members from various ethnicities, genders, ages, departments and skill levels.**



Your council should have genuine workplace influence and the power to ensure that:

- ✓ Company leaders allow everyone's voice to be heard and opinions to be considered
- ✓ Managers are trained and held accountable for any actions that go against D&I policies
- ✓ Underrepresented groups have the necessary support and resources
- ✓ Employees have a safe space to voice their concerns
- ✓ The recruitment process focuses on company-wide D&I goals

D&I councils should also be involved in **goal-setting for hiring, retention and the development of your workplace.**

A good idea is to have members meet quarterly to review company feedback, troubleshoot challenges, and address employee engagement problems with underrepresented employee groups.

Create D&I Employee Networks

According to **Deloitte's diversity and inclusion framework**, creating employee networks, such as resource or outreach groups, is one of the key strategies for successful workplace D&I.

You should make it easy for your employees to access and participate in your D&I programmes. The **Wall Street Journal** suggests implementing **employee resource groups (ERGs)** that operate as an opportunity for employees to learn and grow.

Make the most out of these groups by:



Inviting senior employees to get involved in order to increase awareness



Appointing a Chief Diversity Officer



Providing a toolkit or guidelines for employees to create new ERGs

Here are two examples of how leading companies have created and promoted D&I employee networks in their workplaces:

1. The technology company **Lenovo** implemented a number of employee groups and initiatives that champion minorities and underrepresented workers. These groups include: Women in Lenovo Leadership, Black Leaders Achieving Success in Technology, Hispanics of Lenovo Association and New and Expectant Mothers Outreach, to name just a few.
2. At the mobile communications company **T-Mobile**, employees have the opportunity to participate in company-wide employee network groups, as well as local diversity and inclusion chapters across the country. What's more, **the company experienced higher retention rates with employees who actively participated in these groups.**

Be Transparent About D&I Goals

Being transparent about the gender, age and race breakdown of your company will motivate you to maintain a good mix. While D&I is about more than just statistics, **numbers and percentages are a good starting point to ensure that you are fostering a diverse and inclusive workplace.**

More and more companies are becoming vocal about their equality and diversity agendas. Similarly, government institutions are introducing frameworks to ensure that employees adhere to these agendas. In the UK, for example, **companies with 250 employees or more are required to publish their gender pay gaps**, according to **CNBC**.

Post your employee demographics, as well as any D&I groups, initiatives or achievements you've made, on your blog or company careers page. **Sharing your D&I goals, and successes, shows employees that you respect their differences and their place in your company.**

Jennifer Kim, Head of People at Lever suggests creating a channel for D&I in your company's communication tool. "At Lever, we have a Slack channel called "inclusion" where employees share D&I articles and news. Make it present and establish a norm for talking actively about D&I in the workplace, and employees will follow!"



About Us

Focusing on diversity and inclusion is just as important for attracting employees as it is for retaining them.

Occupop can take care of the administrative tasks of hiring so you can focus on finding diverse and qualified talent.

We are a recruitment software company that wants to make your hiring process faster, easier and stress-free. With the help of A.I. technology, **Occupop** can greatly reduce your recruitment admin, time & costs as well as improving the entire process. We'll post your job descriptions across 16+ recruitment channels, score and filter your CVs, and give your hiring team the tools to keep up with this rapidly-expanding industry.

Book a demo with one of our product experts and start hiring smarter today!

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